



232 Crown High Court
Colorado Springs, CO 80904

888•549•5419

PromotionalTM times

Information and Ideas for
Improving Sales, Image & Profits



GET THE MOST FROM YOUR TRADESHOW

The purpose of this newsletter is to help our clients grow their business! Promotional products increase awareness, help with company branding initiatives, and assist with lead generation. Promotional awards and products improve customer loyalty, employee morale and productivity! Enjoy this issue and use it to help your business grow!

Fall/Winter 2017

2 INCENTIVES AND REWARDS

Create an incentive program

BRIGHT IDEAS

Turn your Staff into a Family

DEAR ADDY

Answers Your Promotional Questions

THE RIDDLER

Your Chance to Win a Free Gift

3 PRODUCT SPOTLIGHT

Gift Giving Guide, Ideas for Your Newest, Largest and Oldest Clients

LAGNIAPPE

Quotable Quotes
(A Little Something Extra)

4 MARKETING TIP

Find a reason to stop by before the holidays.

DID YOU KNOW?

BUSINESS SELF HELP

ROUTE TO:

Tradeshows all over the country and internationally garner tons of attention. Industry-specific tradeshows like the Consumer Electronics Show in Las Vegas and regional shows like the construction industry's PCBC are landmark events that marketing plans and forecasting are built on. Smaller shows in local markets can drive the year's business for small business owners, and festivals can help a new shop start to gain traction in a market. As with many things, showing up is half the battle. The other half, however; is what you make of it. By thinking through four steps, using this presence at a tradeshow will make the most of your time and efforts.



Build the buzz before the show. Launching a new product and marketing campaign starts before you even pack up for the big event. Reach out to former clients and leads from previous years by announcing your presence at the show and give a teaser of what you're working on by sending a postcard.



Tell them about the honey. Put together a captivating presentation that educates your customers and potential clients about the new product or service you're launching. Since these events have a multitude of vendors, keep it clear and concise to provide them with enough to be memorable. Using a banner to showcase your wares provides the visual accompaniment to your speech and paints the full picture.



Bring them back to the hive. After an intriguing presentation, having a booth with samples, demos, promotional pricing, and energetic associates will extend a positive impression of your product or service. Give away an item they can take with them to be reminded of your business after the trip home. These chocolate bees will remind them what the buzz was all about!



Fly away with the sale. Arguably the most important step, following up after the conference to keep the leads hot and convert into an actual sale is of utmost importance. Capturing these leads with real contact information can be tricky; providing a raffle during the conference is an excellent way to get those phone numbers. Have them drop their business cards into the raffle box (and make note of their names and details about your conversations from the hottest leads) so you can have valuable conversations later. Electronics are hard for attendees to pass up a chance to win. Entice them with a shot at a free iPad and house it in a case that boasts your company's name and brand



Create an incentive program and: Recognize Hard Work

Don't allow your employees to get burned out by the holidays. Encourage hard work to finish out the year by offering incentives for hard work! Instead of just handing over a gift card to a national chain store, take this as an opportunity to meet with a



local small business! Buy some certificates to a spa for massages and chat with the owner; this could potentially be a chance to team up in the future. Present your top workers with a terry robe and a spa day to show your appreciation.

DEAR ADDY, NEED HELP? SEND US YOUR QUESTIONS.

Dear Addy,

Q:Our insurance provider is willing to give special incentives provided our employees complete wellness trainings. I also think it's a great idea to promote the theme of health and wellness as the gluttony of the holidays approaches. What can I do to come up with something that is helpful without seeming pushy?

A:Emphasizing health and wellness will benefit your business, and it will ultimately benefit your employees! An increase in energy and a focus on remaining active will go a long way in keeping everyone healthy.

Consider hiring a personal trainer to come in weekly to host an exercise class for your staff! Incentivize the attendance by giving the hardest worker a prize... and everyone who attends their own yoga mat! Drop a press release to the local paper about your company's commitment to wellness and include this as a perk when recruiting new talent!



Best of luck,
Addy

Turn your Staff into a Family by Celebrating all of the Milestones

Building a culture at your office where you embrace each other and recognize all of the efforts put in from their first day to their last one will help greatly with morale and retention. Show them some recognition:

On their first day – make them feel at home by giving them their own cup to take to the break room for their morning cup o' Joe or tea. Extend the personal touch by taking them out to lunch or catering an employee welcome meal.



At an annual anniversary – assign a gift to give for each year of service an employee dedicates to your business.



Kick it off with fun cufflinks or bangle bracelets to tout your business in style!



Before retirement – recognize their commitment with an award that celebrates their years of service that they can display at home proudly! Have a ceremony and a dressed up goodbye cocktail hour to share kind words and acknowledgments.



Showing recognition for the people who keep your business going will create meaningful lifelong relationships.

The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: You can feel me but you can't touch me.
You can give me but you can't take me.
What am I?

Answer to last issue's riddle: A reflection

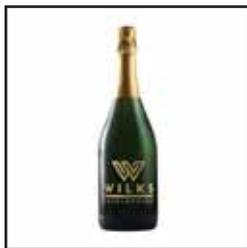
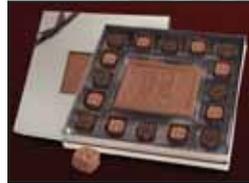


Gift Giving Guide

Get into the holiday spirit and show up to stay on the minds of your clients and customers! Checking in with them to spread the joy will keep the positive vibes coming throughout the New Year.

For your new client: Delight Their Senses

Show them you appreciate their business by showing up with a small token of appreciation as a holiday gift and tantalize their sense of taste. Since you haven't had the chance to really get to know them, these custom chocolates are a great way to leave them with a sweet taste in their mouths about doing business together.



For your biggest client: Toast to a great client relationship

An excellent client deserves something special this holiday season. Give them a means to toast and bring in the new year with gorgeous Waterford crystal flutes they can take home and share with their special someone. The etched sparkling wine glass embossed beautifully with your company's logo will serve as a reminder of who brought the bubbly.



For a client who's a friend: Share something fun together



Give something extra special for a client that has become a good friend. Choose a gift and an excursion you can share as a nice break from the busy holidays! If you're both avid golfers, something like a brand new Titleist bag and a day out together on the golf course will fit the bill and be the perfect excuse to sneak away from the office.

Developing Partnerships Create a Seasonal Gift Package that's a Community Gem

Trending now is an appreciation for local and unique products, rather than the homogenized big box stores of nominal gifts everyone's received over and over again. By capitalizing on partnerships and teaming up with other local vendors, you can create the ultimate artisan gift basket, curated from and celebrating your community! House the certificates, gourmet foods, nursery plants, special drinks, and gift certificates in a lovely etched box and the recipient of the gift will be delighted in the something special... that the giver didn't have to run all around town to prepare!

Include an index with the information on where the items can be purchased in the future and consider including discounts as a means to get a new customer into your store or business.



A community project like this is definitely newsworthy; reach out to your local media to nab a spot in their gift giving guide!



Lagniappe
(a little something extra)

Quotable Quotes

“What would you do if you weren't afraid?”

–Sheryl Sandberg

“Rejection is an opportunity for your selection.”

–Richard Branson

“My own business always bores me to death; I prefer other people's.”

– Oscar Wilde

“Truth builds trust.”

–Marilyn Suttle

“Price is what you pay. Value is what you get.”

–Warren Buffet

Do you enjoy reading our newsletter?
Call, fax or email us with your comments.

This Newsletter Provides Information and Ideas
for Improving Sales, Image and Profits.

Want to make your next promotion a success?
Please contact us at:

888•549•5419
www.promoz.com

I'm interested in:

- Lead Generators Employee Motivation
 Green Promotions Apparel
 Tradeshow Giveaways Fall/Winter Promotions
 Incentives/Awards New Products

I Need: Literature

Pricing

Samples of these products:

Do you have a success story? We would LOVE
to hear about it. Contact us today!



232 Crown High Court • Colorado Springs, CO 80904

----- Please copy and fax or mail your request -----



MARKETING TIP

Find a reason to stop by before the holidays.

Make your rounds this fall by stopping by to gain some face time with your VIP clients and customers. As they begin to put together their holiday gifts and fourth quarter plans, chat about how your products or services can help them meet their year-end goals.



DID YOU KNOW?



Community support services, group homes, and shelters, are always in need of donations, but especially around the holidays. Host a food drive, get some holiday wish lists, or collect coats from your employees and their networks to bring a happy year-end to those who need it most.

POPULAR BUSINESS SELF HELP BOOKS

- Outliers: The Story of Success ~ by Malcolm Gladwell
- The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change ~ by Stephen R. Covey
- How to Win Friends and Influence People ~ by Dale Carnegie
- The Tipping Point: How Little Things Can Make a Big Difference ~ by Malcolm Gladwell
- Good to Great: Why Some Companies Make the Leap... and Others Don't ~ by James C. Collins
- Blink: The Power of Thinking Without Thinking ~ by Malcolm Gladwell
- Think and Grow Rich ~ by Napoleon Hill
- Who Moved My Cheese ~ by Spencer Johnson
- Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration ~ by Ed Catmull
- The Power of Habit: Why We Do What We Do in Life and Business ~ by Charles Duhigg
- Thinking, Fast and Slow ~ by Daniel Kahneman
- Getting Things Done: The Art of Stress-Free Productivity ~ by David Allen

Source: www.goodreads.com